

## IN THE SPECIFICATION

Please replace the third full paragraph on p. 9, lines 18-26, with the following replacement paragraph. Additions are underlined and deletions are in strikethrough text. No new matter has been added in making these changes.

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Another embodiment uses what might be described as "deal coaching," in Fig. 4, in order to make a proposal as attractive and as realistic as possible. In order to "coach" or enhance a particular proposal, attention should be focused on the risks 41, the environmental assessments 42 and other considerations 43.

Risks may include any likelihood of failure to attain or retain a revenue stream, capture or retain customers, and the like. That is, risks may include any likelihood that the venture, in whatever form or for whatever reason, will falter or fail to achieve its goals. Along with risks ~~you~~ are risk characteristics 45 and suggested mitigation actions 44 that are available to improve the shape and likelihood of success for the proposal.

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